

What is claimed is:

1. A composition comprising: a fragrance material; said fragrance material encapsulated by a polymer to provide a polymer encapsulated fragrance; the polymer encapsulated fragrance is further coated by a cationic polymer.
2. The composition of claim 1 wherein the fragrance is a liquid thereby providing a liquid core to the polymer encapsulated fragrance.
3. The fragrance of claim 1 wherein the fragrance material is not water soluble.
4. The composition of claim 1 wherein the fragrance material is from about 10 to about 50 weight percent of the composition.
5. The composition of claim 1 which is incorporated into a product selected from the group consisting of a personal care, fabric care and cleaning products.
6. The composition of claim 5 wherein the personal care product is selected from the group consisting of hair shampoos, hair rinses, bar soaps, and body washes.
7. A method for imparting an olfactory effective amount of fragrance into a wash-off product comprising:
providing a fragrance material;
encapsulating the fragrance material with a polymer to form a polymer encapsulated fragrance;
providing a cationic polymer to the surface of the polymer encapsulated fragrance to form a cationically coated polymer encapsulated material; and

providing the cationically coated polymer encapsulated material to a rinse off product.

8. The method of claim 7 wherein the encapsulating polymer is selected from a vinyl polymer; an acrylate polymer, melamine-formaldehyde; urea formaldehyde and mixtures thereof.
9. The method of claim 7 wherein the cationic polymer is selected from polysaccharides, cationically modified starch and cationically modified guar, polysiloxanes, poly diallyl dimethyl ammonium halides, copolymers of poly diallyl dimethyl ammonium chloride and vinyl pyrrolidone, acrylamides, imidazoles, imidazolinium halides and imidazolium halides and poly vinyl amine and its copolymers with N-vinyl formamide.
10. The method of claim 9 wherein the cationic polymer is selected from a cationically modified starch and cationically modified guar.
11. A wash-off product comprising an olfactory effective amount of the compound of claim 1.
12. The wash-off product of claim 11 wherein the wash-off product is selected from the group consisting of personal care, fabric care and cleaning products.
13. A wash-off product comprising the composition of Claim 1 and a silicone material.
14. The wash-off product of claim 13 wherein the wash-off product is a fabric rinse conditioner.

15. The wash-off product of claim 14 having a surfactant level of from about 5 to about 30 weight percent.
16. The wash-off product of claim 14 having a calcium chloride level less than 0.5 weight percent.
17. The wash-off product of claim 13 wherein the silicone level is from about 0.5 to 8 weight percent.
18. The wash-off product of claim 17 which is a fabric rinse conditioner.
19. The wash-off product of claim 12 wherein the softening agent is provided at a level of from about 5 to about 30 weight percent.